

From: Katherine Veldran <kveldran@gmail.com>  
To: Veldran, KatherineKatherineVeldran@gov.sc.gov  
Date: 11/18/2015 10:43:04 AM  
Subject: Fwd: Darius PSA  
Attachments: Logo w Background.ai  
One SC Logo.ai

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----- Forwarded message -----

From: Zach Pippin <zpippin@gmail.com>  
Date: Tue, Nov 17, 2015 at 5:46 PM  
Subject: Re: Darius PSA  
To: Katherine Veldran <kveldran@gmail.com>

Made one tweak to the file without background to make it easier for them. Update attached.

On Tue, Nov 17, 2015 at 5:43 PM, Katherine Veldran <kveldran@gmail.com> wrote:  
> Thanks Zach.

>

> On Tue, Nov 17, 2015 at 5:40 PM Zach Pippin <zpippin@gmail.com> wrote:

>>

>> Both art files attached.

>>

>> Please also tell them "One SC branding fonts: Museo Slab 500,  
>> Palantino Linotype"

>>

>> On Tue, Nov 17, 2015 at 5:21 PM, Katherine Veldran <kveldran@gmail.com>  
>> wrote:

>> > Tim and Swati - Are you good with the PSA script?

>> >

>> > Thanks, KV

>> >

>> >

>> > On Tue, Nov 17, 2015 at 5:19 PM Rob Godfrey <robertsgodfrey@gmail.com>  
>> > wrote:

>> >>

>> >> I don't think we need to do anything besides send art to them with an  
>> >> approved script through Veldran. I'm not sure they don't want to deal  
>> >> with

>> >> anyone else in our organization besides Veldran.

>> >>

>> >> I'm fine with the script below. But I drafted it so someone else's eyes  
>> >> would probably do well to check it out.

>> >>

>> >>

>> >> Rob Godfrey

>> >> 803 807 7144

>> >>

>> >> On Nov 17, 2015, at 5:09 PM, Gmail <[zpippin@gmail.com](mailto:zpippin@gmail.com)> wrote:

>> >>

>> >> Who is they? First I'm hearing of this. Is this something an outside

>> >> crew

>> >> is doing? If so get me their contact info and I'll get them the art

>> >> files.

>> >>

>> >> Zach Pippin

>> >> Sent from my iPhone

>> >>

>> >> On Nov 17, 2015, at 17:06, Katherine Veldran <[kveldran@gmail.com](mailto:kveldran@gmail.com)>

>> >> wrote:

>> >>

>> >> Looking Zach in.

>> >>

>> >>

>> >> On Tue, Nov 17, 2015 at 3:11 PM Katherine Veldran <[kveldran@gmail.com](mailto:kveldran@gmail.com)>

>> >> wrote:

>> >>>

>> >>> Team,

>> >>>

>> >>> Please proof and approve the PSA script for Darius below. Zach,

>> >>> they've

>> >>> asked for us to include any One SC graphics and/or logos.

>> >>>

>> >>> Shwedo is pulling numbers requested by his team.

>> >>>

>> >>> Hope to send this to his people today.

>> >>>

>> >>> KV

>> >>>

>> >>>

>> >>

>> >>

>> >>>

>> >>> I'm Darius Rucker.

>> >>>

>> >>>

>> >>> Neighbors helping is what South Carolina does best.

>> >>> We're one people, one state, One SC.

>> >>>

>> >>> In the wake of devastating floods, our neighbors are still struggling,

>> >>> and they need our help. The purpose of One SC – Flood Relief Fund is

>> >>> to help

>> >>> South Carolinians re-build and repair their homes that were damaged or

>> >>> destroyed during the flood.

>> >>>

>> >>>

>> >>>

>> >>> Join me in helping our neighbors re-build their homes by making a

>> >>> donation to the One SC – Flood Relief Fund. 100% of the donations

>> >>> will go

>> >>> to assisting South Carolinians.

>> >>>

>> >>>

>> >>> Visit [www.onescfund.org](http://www.onescfund.org) or text 'onesc' to 843-606-5995 to make a

>> >>> donation.

>> >>>

>> >>>

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>> >>>